



Building Capacity Project



Work Package 3: Evaluation

Building Capacity Project
3rd “Train the trainers” advocacy course
Evaluation report

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1. RATIONALE

3rd “Train the trainers” advocacy course is part of deliverables set to deliver under the auspices of the Building Capacity project. The objective of advocacy courses was to build the capacity of member states to develop and implement an alcohol policy through a series of advocacy schools on alcohol policy, focusing on training the trainers. According to the chosen indicators of the project a target value of three “Train the trainers” advocacy schools on alcohol policy was set, one per each year of the project. Three advocacy schools constitute project deliverable D16, which was set to be delivered by work package 7 (WP 7). The leader of the WP7 was Ministry of Health of Catalonia and was therefore also responsible to deliver delegated deliverables to the abovementioned work package. However, the WP leader was unable to implement the third advocacy course due to lack of financial resources. As a result, the project coordinator took over the responsibility for the third advocacy course and consequent implementation of project deliverable.

2. DESCRIPTION OF THE 3RD ADVOCACY COURSE

Train the trainers advocacy course in Ljubljana was prepared in order to build capacity and experience in countries to advocate for implementation of effective alcohol policies. The advocacy school attempted to follow the manual developed by the Bridging the Gap project, with a new and revised focus on training the trainers at the country, regional and municipal levels. The Ljubljana advocacy course titled “Advocacy in the field of alcohol policy” took place on 21st and 22nd of July in the premises of the Institute of Public Health of the Republic of Slovenia in Ljubljana. The advocacy course aimed at improving and upgrading the knowledge of participants regarding (mis)use of alcohol, primarily in terms of advocacy skills and preparation of strategies and arguments in the field of alcohol policy, coalition building and relations with the media and other relevant stakeholders. Participants were informed with efficient policy alternatives in the field of alcohol policy and received necessary material and “tools” to perform the advocacy role in the field.

The advocacy course was implemented by nurturing the process of interaction between lecturers and participants thus enabling participants to present real-life situations and consequently providing immediate benefits to participants as well as lecturers. The introduction to the course was held by Vesna-Kerstin Petrič, who presented the topic of advocacy in the field of alcohol policy as well. Afterwards the abovementioned lecturer and Mirjana Radanovič presented the issues concerning definition of the problem within alcohol policy, setting the

objectives and effective measures. The first day of the advocacy course concluded with Vesna-Kerstin Petrič facilitating the process of designing action plans, which was part of the group process. The second day of the course continued with presentation of issues concerning further steps to be taken once participants designed action plans. Vesna-Kerstin Petrič, Matej Košir and Sandra Radoš Krnel presented the topics of coalition building and public relations. Lecturers incorporated working in groups and reporting of group outcomes into their lectures as well as facilitates open discussion among participants after each topic. For additional information regarding the content of the advocacy course see appendices 1 and 3.

3. METHODOLOGY

Third advocacy course evaluation builds on the established methodology designed for all three advocacy courses and applied by initial two course evaluations. When performing evaluation our primary intention was therefore to retain comparability with two previous evaluations as well as acquire as much as valuable information as possible. As a result we are building our arguments on the basis of the analysis of available documentation (general information about the project with application documentation as well as documents concerning preparation and implementation of advocacy course). We are triangulating information gained from available documentation that was provided by project coordinator with the feedback from course participants. We acquired the desired feedback from the analysis of self-administered questionnaire that was distributed among participants after the official closure of the advocacy course. The cooperation rate was 80 %, which is still within acceptable boundaries (see appendix 4). On the basis of filled-in evaluation questionnaires a database was created, which allowed us to perform descriptive statistics analysis in the SPSS software package.

4. COURSE EVALUATION

Attendance of the 3rd training the trainers advocacy course in Ljubljana sufficient and within targeted value though the cooperation rate was somewhat below the par since only 16 participants completed the evaluation questionnaire. The designers of project indicators set the target value of 20 participants per course, which was fulfilled since 20 participants (disregarding the three lecturers) attended the course (see appendix 2). A drawback of the course was Slovene-only participation since all participants came from one partner country. The second indicator chosen for advocacy courses – assessment of the overall course by a questionnaire – was implemented successfully as well. Out of 20 attendants of the course half of them came from public sector and half of them from non-governmental organizations. Out of 16

responding participants 7 of them came from non-governmental organizations, the same number from the government and it's agencies, while two of them withheld that information. Majority of participants (9) cover the field of public health as their primary responsibility in their work organization, four of them are engaged in alcohol and drug related topics, while only two participants primarily devote the attention to alcohol related topics only. There is however a drawback to having more or less targeted audience since most of them is rather inexperienced in the field of their primary focus. Namely, only one participant is engaged in the alcohol policy issues for more than three years (nine years), while others are active in the field from six months to three years. The acquired information is a good indication of the low capacity in the field, primarily visible on the NGO side since most of NGOs cannot afford to have a permanent staff.

Table 1: Type of participant's organization

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NGO	7	43,8	43,8	43,8
	Government	7	43,8	43,8	87,5
	Other	2	12,5	12,5	100,0
	Total	16	100,0	100,0	

When addressed with the reason for attending the advocacy course a large majority of respondents (62 %) replied they thought the workshop would give them the general skills to help them better cope with future assignments. Only a quarter of them responded that they thought it would be useful for their work with alcohol related issues, which is in a way disappointing since that should be the main reason for attending the course. Furthermore, two of respondents even reported their attendance due to demands of their managers.

When we look at the participants' reaction to the organization of the course we have an impression that they appreciate the effort of the organizer since more than two thirds expressed to be very happy and the remaining part to be quite happy with the organization of the course.¹ However, when crosstabulating participant responses by organizations they come from we can identify somewhat more critical stance from those originating from non-governmental sector in comparison to public sector employees. Participants expressed high level of satisfaction also with social activities and other facilities available outside the formal

¹ Satisfaction with organization of the course was measured on a five point scale (very happy, quite happy, neither happy nor unhappy, quite unhappy, very unhappy).

framework of the course as well as almost unanimous satisfaction (15 out of 16) with financial arrangements. That perpetually proves to be an important factor since especially non-governmental sector in the field tends to be “under-nourished”. A large majority of participants was also very happy with the number of participants since a relatively small and cohesive group enabled them to work more thoroughly and put forward their own dilemmas and questions. On the other hand, participants expressed lower levels of satisfaction (though still a very high degree) with the length of the course since it was a two day event and most of other events (conferences, workshops etc.) in Slovenia last only one day. The amount of work participants had to invest into the course prior to its start presented a reasonable burden to majority of participants, though two of them expressed their moderate unhappiness with the situation, which is in fact a very positive result for the organizers since prior preparation to events tends to be a problem in a mostly voluntary field.

Participants appear to be satisfied with the methods and techniques used in the advocacy course and the distribution of time between them. For example, majority of them (62 %) feel that quizzes took just about right amount of time, while majority of them feel that the focus on handouts and tools should have been greater (56 %). Somewhat more normal distributed were the answers regarding group exercises with 50 % of respondents believing the amount of time being devoted to the mentioned technique was just about right. However, the same impression as with handouts and tools reappears in case of devoted time to designing advocacy plan. Respondents clearly wanted to focus more attention on that aspect of the workshop since 68 % of them expressed the belief that the organizers should have devoted more time to advocacy campaign design.

Table 2: Time devoted to advocacy campaign planning

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	much more	6	37,5	37,5	37,5
	a little more	5	31,3	31,3	68,8
	about right	5	31,3	31,3	100,0
	Total	16	100,0	100,0	

Almost identical response distribution is observed in the case of perception of adequate time distribution to activities devoted to learning how to deal with media and how to respond to alcohol industry views. Namely, 75 % of respondents answered they felt more time should have been devoted to the former activities and 81 % in the case of the latter.

Table 3: Time devoted to learning how to deal with the media

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	much more	6	37,5	37,5	37,5
	a little more	6	37,5	37,5	75,0
	about right	3	18,8	18,8	93,8
	a little less	1	6,3	6,3	100,0
	Total	16	100,0	100,0	

The abovementioned observations indicate insufficient level of flexibility of the advocacy course and consequently course organizers since there is an evident discrepancy between participants' needs and organizers' supply.

Table 4: Time devoted to learning how to respond to alcohol industry views

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	much more	6	37,5	37,5	37,5
	a little more	7	43,8	43,8	81,3
	about right	2	12,5	12,5	93,8
	a little less	1	6,3	6,3	100,0
	Total	16	100,0	100,0	

Participants report very positive results regarding acquiring additional knowledge in order to act more competently in the field of alcohol policy. When asked about amount of new knowledge regarding alcohol related policies attained due to participation in the course participants responded positively since more than three quarters of them believed they learned either very much or quite a lot. Somewhat less inspiring are results about the knowledge learned regarding experiences with alcohol related policies from other countries. Namely, two thirds of participants report acquiring considerable amount of new knowledge, though all report gaining some knowledge. A very high share of participants (87 %) also reported belief of being more equipped to work more effectively due to advocacy course. This is evident also from responses about ability to create a strategy, where 93 % of respondents report substantial acquisition of new knowledge. On the other hand, though the results still indicate positive effects of the course, the understanding of how to develop coalitions still presents lacunae since participants report getting hold of comparatively low amounts of new knowledge.

Respondents express very positive attitude regarding new knowledge acquired at the advocacy course, though the confidence varies across different aspects of the topics workshop covered. Namely, about one third of respondents expressed belief that they will develop an overall strategy for their organization, which is especially admirable when acknowledging the fact that most of the public sector participants originated from large organizations with specially devoted departments for such assignments. In effect, participants originating from non-governmental sector, who inherently possess greater capacity to influence the overall strategies of organization show more positive attitudes of actually doing so. If the expressed beliefs actually take place in the future, we will be able to state that the advocacy course entirely fulfilled its purpose. Nevertheless, the mere positive attitudes already present a valuable “capital” for the organizers.

Table 5: Possibility of attending participant to develop an overall strategy for its organization

			Develop an overall strategy for my organisation				Total
			Definitely	Probably	Maybe	Unlikely	
What sort of organisation do you work in?	NGO	Count % within What sort of organisation do you work in?	4 57,1%	1 14,3%	1 14,3%	1 14,3%	7 100,0%
	Government	Count % within What sort of organisation do you work in?	1 14,3%	0 ,0%	4 57,1%	2 28,6%	7 100,0%
	Other	Count % within What sort of organisation do you work in?	0 ,0%	0 ,0%	0 ,0%	2 100,0%	2 100,0%
Total		Count % within What sort of organisation do you work in?	5 31,3%	1 6,3%	5 31,3%	5 31,3%	16 100,0%

Somewhat less optimistic were the responses regarding development of a media plan for organizations they come from since only a quarter of them see themselves as probable or definite developer of a media plan. Similar attitudes are expressed in case of creation of advocacy plan for organization since 37 % of respondents believe they will probably or definitely do that. On the other hand, far less positive feedback received the question regarding possibility that a participant will build a coalition on alcohol policy within the country. Namely, more than 81 % of respondents saw that unlikely to happen.

When examining the aspect of public relations advocacy course seems to have positive impact as well. Namely, 75 % of respondents feel substantially more confident in conducting an advocacy campaign after the advocacy course with the same share being confident in being substantially better equipped to give more effective interviews to the media. Three quarters of

responding participants report substantially better understanding of alcohol industry views and how to respond to them. With the acquired new knowledge respondents report also the possibility of becoming more active in media advocacy. Though shares being much lower it is necessary to point out that 12 % report definitely becoming and 44 % probably becoming more active in media advocacy.

The workshop appears to be also an important venue for all participants to meet new people they may end up working with in the future. Namely, one half of them expressed a strong belief that they met people they will work with in the future. Further proof of that seems to be the convictions of exchange of information with people met at the venue since 31 % of respondents believe they will definitely exchange information, while 56 % of them believe they will probably exchange information. In addition, the spread of excellence, which is in fact one of the main objectives of the “train the trainers” approach, seems to be guaranteed since 69 % of respondents stated they will definitely tell other what they learned about alcohol related policies.

Table 6: Possibility to tell others what they learned about alcohol related policies

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Definitely	11	68,8	68,8	68,8
	Probably	4	25,0	25,0	93,8
	Maybe	1	6,3	6,3	100,0
	Total	16	100,0	100,0	

In addition, respondents also expressed a strong conviction (although less than in telling others about the knowledge learned) that they will share the skill acquired at the workshop with their colleagues (50 % of respondents stated definite conviction). Very high share of respondents (81 %) also stated they would recommend the advocacy course to a colleague since it is clear they felt that the benefits of participation in the advocacy course outweighed its costs. Namely, 94 % of respondents believed there were much more benefits than costs in being a part of Ljubljana advocacy course.

5. CONCLUSION

When summing up we cannot ignore the fact that the 3rd “Train the trainers” advocacy course was organized after the proposed deadline and by a different organizer. Namely, WP7 responsible (Ministry of Health of Catalonia) was unable to implement the designated deliverable allegedly due to lack of financial resources. Nevertheless, the project coordinator took over responsibility and executed the advocacy course thus fulfilling project obligations. Although the organizer of the last advocacy course is different from two initial ones, the workshop in Ljubljana was well-prepared and decently carried out. The audience reached the obligatory level but had one significant flaw. To be precise, all participants of the workshop came from Slovenia, which limits the reach of the building capacity activities. In addition, the composition of participants presented somewhat awkward distribution since half of them originated from public sector, namely from Institute of public health and health protection institutes. That caused also biased responses to the questionnaire since public health employees expressed higher levels of satisfaction compared to non-governmental sector participants. Furthermore, certain vitally important topics for effective NGO operation in the field of alcohol related policies were somewhat neglected or not given as much as attention as significant number of participant expected and wanted.

When trying to assess the activities of the advocacy course we may conclude that most of activities received positive reception from participants and were considered as necessary and useful. However, as was already mentioned, somewhat less attention than desired was given to handouts, advocacy campaign design and learning how to respond to alcohol industry views. At this point the biased public sector audience comes to play since public officials and other personnel is not able to identify the needs of non-governmental sector. To be precise, organizations of the non-governmental sector have at disposal scarce financial, professional and human resources which urges activists to take over different roles. By missing the opportunity to provide the tools trainers need advocacy course lost some of its important potential. Nevertheless, the absolutely positive response from participants to having such event indicates that more such venues are urgently needed and yearned for. Having that in mind, we are able to conclude that the workshop achieved its purpose and left its mark in the alcohol related policy communities, despite certain hick-ups that always accompany such complex events and topics.

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Appendix 1: Invitation and description of the advocacy course



Delavnica 'Zagovorništvo na področju alkoholne politike' (21. in 22. julij 2010, Inštitut za varovanje zdravja RS, Trubarjeva 2, Ljubljana, Dvorana pod kupolo)

Cilji delavnice:

Udeleženci bodo v delavnici dobili priložnost, da nadgradijo svoja znanja s področja tvegane in škodljive rabe alkohola z znanji s področij zagovorništva, razvijanja strategij in argumentov na področju alkoholne politike, oblikovanja koalicij ter dela z medij in drugimi ključnimi deležniki alkoholne politike. Seznanili se bodo tudi z učinkovitimi politikami na področju alkohola. Na delavnici bodo udeleženci dobili gradiva in orodja, ki jim bodo v pomoč pri zagovorništvu na področju alkoholne politike.

Delo bo potekalo interaktivno. Od udeležencev se pričakuje, da jih problematika tvegane in škodljivega pitja zanima, za sodelovanje v delavnici pa niso nujna poglobljena znanja s področja alkoholne politike. Potrdilo o udeležbi na delavnici bodo prejeli zgolj udeleženci, ki bodo prisotni oba dneva.

SRE 21.7.2010 (9:00 – 16:00)

Uvod (9:00 – 10:00)
Uvod v delavnico (Vesna-Kerstin Petrič)
Predstavitve udeležencev

1. ZAGOVORNIŠTVO NA PODROČJU ALKOHOLNE POLITIKE (10:00-11:30)
Delavnica
(Vesna-Kerstin Petrič)

ODMOR ZA KAVO (11:30-11:45)

2. DOLOČITEV PROBLEMA, CILJI IN UČINKOVITI UKREPOV (11:45-13:15)
Delavnica
(Mirjana Radovanovič, Vesna-Kerstin Petrič)

ODMOR ZA KOSILO (13:15-14:30)
Topel obrok (catering Restavracija Namaste)

3. NAČRT ZA AKCIJO (14:30-16:00)
Uvod (Vesna-Kerstin Petrič)
Delo v skupinah
Poročanje

ČET 22.7.2010 (9:00 – 16:00)

4. ODLUČEN NAČRTI KAJ PA ZDAJ? (9:00-10:30)
Delavnica
(Vesna-Kerstin Petrič, Matej Košir, Sandra Radoš)

ODMOR ZA KAVO (10:30-10:45)

5. OBLIKOVANJE KOALICIJE (10:45-12:15)
Uvod (Sandra Radoš Kmeč)
Delo v skupinah
Poročanje

ODMOR ZA KOSILO (12:15-13:30)
Topel obrok (Catering restavracija Namaste)

6. DELO Z JAVNOSTMI (13:30-15:00)
Uvod (Matej Košir)
Delo v skupinah
Poročanje

VPRAŠANJA UDELEŽENCEV IN ZAKLJUČEK (15:00 -16:00)

Appendix 2: List of participants



Seznam udeležencev delavnice 'Zagovorništvo na področju alkoholne politike' (21.-22.7.2010)					
ime in priimek	institucija	e-naslov	podpis (21.7.10)	podpis (22.7.10)	
1 Maja Zorman	Združenje Drogart	maja@drogart.org	<i>Maja Zorman</i>	<i>Maja Zorman</i>	
2 Katja Kovše	IVZ RS	katja.kovse@ivz-rs.si	<i>Katja Kovše</i>	<i>Katja Kovše</i>	
3 Metka Planko	Društvo skupina mladih za osebnostno rast in zdravo življenje	info@osebnostna-rast.net	<i>Metka Planko</i>	<i>Metka Planko</i>	
4 Nataša Sorko	Društvo - Žarek upanja	natasia.sorko@siol.net	<i>Nataša Sorko</i>	<i>Nataša Sorko</i>	
5 Alenka Tančič	IVZ - CINDI	alenka.tancic@ivz-rs.si	<i>Alenka Tančič</i>	<i>Alenka Tančič</i>	
6 Nina Pogorevc	ZZV Ravne na Koroškem	nina.pogorevc@zzv-ravne.si	<i>Nina Pogorevc</i>	<i>Nina Pogorevc</i>	
7 Jerneja Lorber	ZZV Ravne na Koroškem	jerneja.lorber@zzv-ravne.si	<i>Jerneja Lorber</i>	<i>Jerneja Lorber</i>	
8 Matej Košir	Inštitut Utrip	institut.utrip@gmail.com	<i>Matej Košir</i>	<i>Matej Košir</i>	
9	Inštitut Utrip	institut.utrip@gmail.com			
10 Barbara Dolničar	ŠENT Ljubljana	barbara.dolnicar@sent.si	<i>Barbara Dolničar</i>	<i>Barbara Dolničar</i>	
11 Biserka Jarc	ŠENT Koper	biserka.jarc@sent.si	<i>Biserka Jarc</i>	<i>Biserka Jarc</i>	
12 Tjaša Jerman	ZZV Ljubljana	tjasa.jerman@zzv-lj.si	<i>Tjaša Jerman</i>	<i>Tjaša Jerman</i>	
13 Maja Matjažič	ZZV Ljubljana	Maja.Matjazic@zzv-lj.si	<i>Maja Matjažič</i>	<i>Maja Matjažič</i>	
14	ZZV Celje				
15 Marija Vrhovnik	MISSS	preventiva@misss.org	<i>Marija Vrhovnik</i>	<i>Marija Vrhovnik</i>	
16 Ema Mesarič	ZZV Murska Sobota	ema.mesaric@zzv-ms.si	<i>Ema Mesarič</i>	<i>Ema Mesarič</i>	
17 Silvia Tavčar	SENT	silvia.tavcar@sent.si	<i>Silvia Tavčar</i>	<i>Silvia Tavčar</i>	
18 Nataša Blažko	MZ RS	natasia.blazko@gov.si	<i>Nataša Blažko</i>	<i>Nataša Blažko</i>	
19 Vesna-Kerstin Petrič	MZ RS	Vesna-Kerstin.Petric@gov.si	<i>Vesna-Kerstin Petrič</i>	<i>Vesna-Kerstin Petrič</i>	
20 Sandra Radoš Kmet	IVZ RS	sandra.rados@ivz-rs.si	<i>Sandra Radoš Kmet</i>	<i>Sandra Radoš Kmet</i>	
21 Tadeja Hočevar	IVZ RS	tadeja.hocevar@ivz-rs.si	<i>Tadeja Hočevar</i>	<i>Tadeja Hočevar</i>	
22 Urška Ivanušič	ZZV Ljubljana (speciobront 22)	uriskus@znto-lj.si	<i>Urška Ivanušič</i>	<i>Urška Ivanušič</i>	
23 SIMONA HORECA	DRUŠTVO ŽAREK UPANJA		<i>Simona Horeca</i>	<i>Simona Horeca</i>	
24 VESNA BISTJER	MISSS	vesna@misss.org	<i>Vesna Bistjer</i>	<i>Vesna Bistjer</i>	
25. MIRJANA RADOVANOVIC	PKL	mirjana.radovanovic@questi.zmes.si	<i>Mirjana Radovanovic</i>	<i>Mirjana Radovanovic</i>	

Appendix 3: Materials prepared for the advocacy course

Explanation of the table

The table considers a number of policy options, singly and when combined, listed in Column 1. Column 2 estimates their impact in terms of the number of healthy years gained for every one million people in the population. Column 3 provides the annual cost of implementing the policy (in Euros for the year 2005), both for the population as a whole and per person. Column 4 gives the cost-effectiveness ratio (CER), which is the total cost of implementing the policy or action (compared to doing nothing), divided by the number of healthy years gained, again relative to no intervention. Thus, if we consider a comprehensive advertising ban, this is estimated to gain 717 healthy years of life per one million of the population (1,435 years for the whole population of the country). Implementing and monitoring an advertising ban is estimated to cost the country €3.5 millions, equivalent to €1.77 per person. Thus, the cost-effectiveness ratio is €2,476 per healthy year of life gained (€3,500,000 / 1,435).

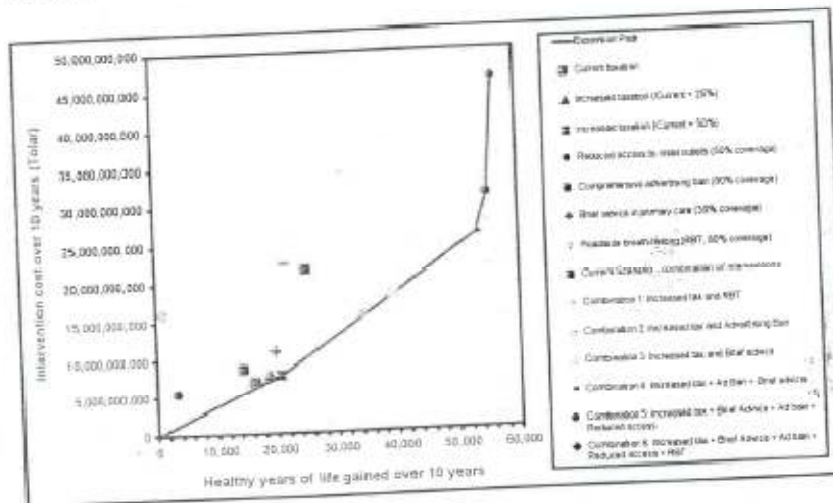
Country	Slovenia	Column 2 Annual healthy life years gained per 1 million population	Column 3 Annual cost (Euros, 2005)		Column 4 Cost per healthy year of life gained (Euros, 2005)
			Total	Per person	
Population	2,061,826				
Gross national income per person (Euros, 2005)	14,079				
Buro exchange rate (2005)	0.0042				
Current taxation		817	€ 2,073,744	€ 1.41	1.724
Increased taxation (Current + 25%)		453	€ 3,200,420	€ 1.82	1.714
Increased taxation (Current + 50%)		1,434	€ 3,200,420	€ 1.99	1.359
Reduced access to PMDT (90% coverage)		100	€ 3,281,585	€ 1.12	3.837
Comprehensive advertising ban (80% coverage)		717	€ 3,501,882	€ 1.77	2.476
Brief advice in primary care (20% coverage)		905	€ 4,526,317	€ 3.26	3.242
Roadside breath-testing (RBT, 90% coverage)		88	€ 9,854,914	€ 3.32	10.250
Current Slovenia - combination of interventions		1,290	€ 8,576,012	€ 4.40	3.979
Combination 1: Increased tax and RBT		1,079	€ 9,242,349	€ 4.87	4.588
Combination 2: Increased tax and Advertising Ban		1,710	€ 9,414,400	€ 3.21	1.975
Combination 3: Increased tax and Brief advice		1,972	€ 7,146,481	€ 3.72	1.868
Combination 4: Increased tax + Ad Ban + Brief advice		2,644	€ 10,730,045	€ 3.36	2.025
Combination 5: Increased tax + Brief Advice + Ad Ban + Reduced access to PMDT		2,752	€ 12,889,080	€ 4.43	2.324
Combination 6: Increased tax + Brief Advice + Ad Ban + Reduced access to PMDT		2,818	€ 10,162,040	€ 3.58	3.401

What the table means

In preventing alcohol-related ill-health, enhanced taxation policies are often found to be the most efficient of strategies. In the Slovenian context, this is still the case, despite the fact that the most commonly consumed alcoholic beverage (wine) is taxed at the EU minimum of zero per cent. What this means, however, is that current fiscal measures generate no greater health gains than other interventions that are targeted at reduced availability (including a comprehensive advertising ban) or at high-risk groups (such as brief interventions for heavy drinkers). The least cost-effective measure is road-side breath testing, which generates higher costs but less health gains - each healthy year of life gained costs more than three times the average income per person (which is a benchmark for considering an intervention to be cost-effective). However, all of the assessed combination strategies produce a favourable return for the cost incurred (that is, each extra year of healthy life can be secured for considerably less than the average annual income of persons living in the country).

Explanation of the figure

This figure plots the total costs and effects of each single and combined intervention for a 10-year period. The blue line plots the increasing cost of gaining an extra year of healthy life in the population as interventions become less cost-effective (as the gradient becomes steeper, so the cost per unit of effect increases). It shows the most efficient way of combining different strategies. Interventions to the left of this line are less effective and/or more costly than other, more efficient interventions. The most cost-effective single and then combined options are those that occur on the points of the blue line when it changes direction.



What the figure means - Slovenia

The first point where the blue line changes direction is increased taxation (current + 50% increase), and thus this is the most cost-effective policy option. The second point where the blue line changes direction is increased tax plus a comprehensive advertising ban, and thus this is the best combination of two policy options from a cost-effectiveness point of view. The third point where the blue line changes direction is increased tax plus an advertising plan, plus brief interventions for hazardous drinkers, and thus this is the next best combination of policy options. The final point is a combination of increased tax, an advertising ban, brief advice programmes, reduced access and random breath-testing campaigns, which represents the combined effect and cost of all studied interventions. It should be noted that the current intervention mix (■) does not appear on the expansion path, indicating room for improvement from a cost-effectiveness point of view and that more health gains could be achieved by re-allocating existing resources.

Priprava medijskega načrta oz. strategije komuniciranja z javnostmi

1. Pogled nazaj	<i>Kako smo doslej komunicirali z mediji?</i>	
2. Namen in cilj(i)	<i>Kaj želimo z medijsko akcijo doseči?</i>	
3. Ciljne skupine (publika)	<i>Kdo je naša publika oz. katere ciljne skupine želimo doseči?</i>	
4. Sporočilo	<i>Kaj je naše sporočilo? Ali imamo eno sporočilo za več publik, več sporočil za več publik ali več sporočil za eno publiko?</i>	
5. Produkti in gradiva	<i>S kakšnimi medijskimi produkti in gradivi bomo najlažje plasirali naša sporočila?</i>	
6. Kanali	<i>Kako (prek katerih medijskih kanalov) bomo promovirali in razširjali naše sporočila in medijske produkte?</i>	
7. Finančni in drugi viri	<i>Kakšen proračun imamo na razpolago? Se bo to v prihodnje spremenilo? Kakšna medijska orodja in veščine premoremo?</i>	
8. Časovni okvir	<i>Kakšen je naš časovni načrt? Katere medijske dogodke nameravamo pripraviti?</i>	
10. Odziv (povratna informacija)	<i>Ali bo naša medijska akcija vplivala na publiko oz. ciljne skupine? Na kakšen način bomo ugotovili, ali smo bili uspešni?</i>	

Appendix 4: Descriptive statistics of participant evaluation questionnaire

Which advocacy course did you attend

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Ljubljana	16	100,0	100,0	100,0

What sort of organisation do you work in?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid NGO	7	43,8	43,8	43,8
Government	7	43,8	43,8	87,5
Other	2	12,5	12,5	100,0
Total	16	100,0	100,0	

What fields does your work cover?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Just alcohol	2	12,5	12,5	12,5
Alcohol & drugs	4	25,0	25,0	37,5
Public health	9	56,3	56,3	93,8
Other fields	1	6,3	6,3	100,0
Total	16	100,0	100,0	

When you came on the course, how long had you worked on alcohol issues?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	1	6,3	8,3	8,3
	0,5	3	18,8	25,0	33,3
	1	2	12,5	16,7	50,0
	2	3	18,8	25,0	75,0
	3	2	12,5	16,7	91,7
	9	1	6,3	8,3	100,0
	Total	12	75,0	100,0	
Missing	99	4	25,0		
Total		16	100,0		

The organisation of the course

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	very happy	11	68,8	68,8	68,8
	quite happy	5	31,3	31,3	100,0
	Total	16	100,0	100,0	

The social activities and other facilities available in the evenings

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	very happy	13	81,3	81,3	81,3
	quite happy	2	12,5	12,5	93,8
	neither	1	6,3	6,3	100,0
	Total	16	100,0	100,0	

The financial arrangements

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	very happy	15	93,8	93,8	93,8
	quite happy	1	6,3	6,3	100,0
	Total	16	100,0	100,0	

The number of people in the course

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	very happy	12	75,0	75,0	75,0
	quite happy	4	25,0	25,0	100,0
	Total	16	100,0	100,0	

The length on the course

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	very happy	7	43,8	43,8	43,8
	quite happy	7	43,8	43,8	87,5
	neither	2	12,5	12,5	100,0
	Total	16	100,0	100,0	

The amount of work to do before the course starts

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	very happy	7	43,8	43,8	43,8
	quite happy	3	18,8	18,8	62,5
	neither	4	25,0	25,0	87,5
	quite unhappy	2	12,5	12,5	100,0
	Total	16	100,0	100,0	

Learn about alcohol-related harm and effective policies

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	very	6	37,5	37,5	37,5
	neither very neither quite	6	37,5	37,5	75,0
	quite	4	25,0	25,0	100,0
	Total	16	100,0	100,0	

Learn about experiences from other countries

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	very	5	31,3	31,3	31,3
	neither very neither quite	6	37,5	37,5	68,8
	quite	5	31,3	31,3	100,0
	Total	16	100,0	100,0	

Know how to work more effectively

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	very	8	50,0	50,0	50,0
	neither very neither quite	6	37,5	37,5	87,5
	quite	1	6,3	6,3	93,8
	neither quite neither not	1	6,3	6,3	100,0
	Total	16	100,0	100,0	

Be able to create a strategy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	very	8	50,0	50,0	50,0
	neither very neither quite	7	43,8	43,8	93,8
	quite	1	6,3	6,3	100,0
	Total	16	100,0	100,0	

Understand how to develop coalitions

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	very	3	18,8	18,8	18,8
	neither very neither quite	8	50,0	50,0	68,8
	quite	4	25,0	25,0	93,8
	neither quite neither not	1	6,3	6,3	100,0
	Total	16	100,0	100,0	

Feel confident in conducting an advocacy campaign

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	very	7	43,8	43,8	43,8
	neither very neither quite	5	31,3	31,3	75,0
	quite	3	18,8	18,8	93,8
	neither quite neither not	1	6,3	6,3	100,0
	Total	16	100,0	100,0	

Know how to give effective interviews to the media

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	very	6	37,5	37,5	37,5
	neither very neither quite	6	37,5	37,5	75,0
	quite	4	25,0	25,0	100,0
	Total	16	100,0	100,0	

Understand alcohol industry views and how to respond

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	very	6	37,5	37,5	37,5
	neither very neither quite	6	37,5	37,5	75,0
	quite	4	25,0	25,0	100,0
	Total	16	100,0	100,0	

Meet new people to work with in the future

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	very	8	50,0	50,0	50,0
	neither very neither quite	6	37,5	37,5	87,5
	quite	2	12,5	12,5	100,0
	Total	16	100,0	100,0	

Any other key aim

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	neither very neither quite	1	6,3	50,0	50,0
	neither quite neither not	1	6,3	50,0	100,0
	Total	2	12,5	100,0	
Missing	-1	14	87,5		
Total		16	100,0		

Please tick the statement that most closely describes why you attended the advocacy course

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	I thought it would be useful form my work on alcohol	4	25,0	25,0	25,0
	I thought it would give me general skulls that will help in future work	10	62,5	62,5	87,5
	My manager wanted me to attend	2	12,5	12,5	100,0
Total		16	100,0	100,0	

Create an advocacy plan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Definiely	2	12,5	12,5	12,5
	Probably	4	25,0	25,0	37,5
	Maybe	8	50,0	50,0	87,5
	Unlikely	2	12,5	12,5	100,0
Total		16	100,0	100,0	

Tell others what a learnt about alcohol-related harm and effective policies

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Definiely	11	68,8	68,8	68,8
	Probablyly	4	25,0	25,0	93,8
	Maybe	1	6,3	6,3	100,0
	Total	16	100,0	100,0	

Share the skills I learnt on the course with colleagues

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Definiely	8	50,0	50,0	50,0
	Probablyly	6	37,5	37,5	87,5
	Maybe	2	12,5	12,5	100,0
	Total	16	100,0	100,0	

Exchange information with the people I met on the advocacy course

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Definiely	5	31,3	31,3	31,3
	Probablyly	9	56,3	56,3	87,5
	Maybe	2	12,5	12,5	100,0
	Total	16	100,0	100,0	

Develop an overall strategy for my organisation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Definiely	5	31,3	31,3	31,3
	Probably	1	6,3	6,3	37,5
	Maybe	5	31,3	31,3	68,8
	Unlikely	5	31,3	31,3	100,0
	Total	16	100,0	100,0	

Develop a media plan for my organisation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Definiely	2	12,5	12,5	12,5
	Probably	2	12,5	12,5	25,0
	Maybe	8	50,0	50,0	75,0
	Unlikely	4	25,0	25,0	100,0
	Total	16	100,0	100,0	

Build a coalition on alcohol within my country

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Definiely	1	6,3	6,3	6,3
	Probably	2	12,5	12,5	18,8
	Maybe	8	50,0	50,0	68,8
	Unlikely	5	31,3	31,3	100,0
	Total	16	100,0	100,0	

Becoma more active in media advocacy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Definiely	2	12,5	12,5	12,5
	Probably	7	43,8	43,8	56,3
	Maybe	7	43,8	43,8	100,0
	Total	16	100,0	100,0	

Handouts and tools

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	much more	6	37,5	37,5	37,5
	a little more	3	18,8	18,8	56,3
	about right	7	43,8	43,8	100,0
	Total	16	100,0	100,0	

Group excercies

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	-1	1	6,3	6,3	6,3
	much more	5	31,3	31,3	37,5
	about right	8	50,0	50,0	87,5
	a little less	2	12,5	12,5	100,0
	Total	16	100,0	100,0	

Time spent learning how to plan advocacy campaigns

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	much more	6	37,5	37,5	37,5
	a little more	5	31,3	31,3	68,8
	about right	5	31,3	31,3	100,0
	Total	16	100,0	100,0	

Time spent learning to deal with the media

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	much more	6	37,5	37,5	37,5
	a little more	6	37,5	37,5	75,0
	about right	3	18,8	18,8	93,8
	a little less	1	6,3	6,3	100,0
	Total	16	100,0	100,0	

Time spent learning how to respond to alcohol industry views

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	much more	6	37,5	37,5	37,5
	a little more	7	43,8	43,8	81,3
	about right	2	12,5	12,5	93,8
	a little less	1	6,3	6,3	100,0
	Total	16	100,0	100,0	

Would you recommend the advocacy course to a colleague?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid definitely	13	81,3	81,3	81,3
Probably	3	18,8	18,8	100,0
Total	16	100,0	100,0	

Do you feel that the benefits of taking part in the advocacy course have outweighed its costs?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Much more benefits than costs	15	93,8	93,8	93,8
A little more	1	6,3	6,3	100,0
Total	16	100,0	100,0	